

41174 C Weibull, Lennart.

Dagspressen i det politiska kommunikationssystemet. Göteborg, 1975, 26 p. (Göteborgs universitet, Statsvetenskapliga institutionen; Nordisk mediasforskongres 2, Bjerringbro, Danmark, 16-19 august 1975).

Pappret innehåller ett utkast till föreställningsram för ett forskningsprojekt kring dagspressens politiska roll. I detta presenteras politiken som en kommunikationsprocess, där dagstidningarna antas spela en central roll som förmedlare av information, som forum för politiska åsikter samt som kommentatorer och granskare av vad som sker i politiken.

NEWSPAPER. POLITICS. POLITICAL SYSTEM.

41175 C Thorslund, Sverker.

Lokalt förgrenade kontaktsystem för informationsutbyte medborgare - samhällsorgan. Stockholm, 1975, 14 p., 3 annex, 5 p. (NSI - Nämnden för Samhällsinformation; Nordisk mediasforskongres 2, Bjerringbro, Danmark, 16-19 august 1975).

En presentation av ett utvecklingsprojekt på NSI vars syfte är att undersöka om man på bred bas kan inrätta lokalt förgrenade kontaktsystem för att förbättra den statliga samhällsinformationen så att medborgarna kommer i besittning av den kunskap eller de ekonomiska bidrag som de har rätt till.

SOCIAL INFORMATION. INFORMATION EXCHANGE. LOCAL.

41176 C Strid, Jan.

Den lokala nyhetsförmedlingen. Göteborg, 1975, 7 p. (Göteborgs universitet, Statsvetenskapliga institutionen; Nordisk mediasforskongres 2, Bjerringbro, Danmark, 16-19 august 1975).

Syftet med pappret är att närmare precisera förhållandet mellan medier och dagspress i det lokala kommunikationssystemet. Analyserna bygger på en kvantitativ innehållsanalys av regional-radios och regional-tv samt lokala nyheter och reportage i tio dagstidningar.

LOCAL NEWS. COMMUNITY ANTENNA TELEVISION. REGIONAL PROGRAMME. CONTENT ANALYSIS.

41177 C Wolvén, Lars-Erik.

Måste samhällsinformationen först nå de etablerade grupperna. Några fragmentariska synpunkter framställda på kabel-tv-försöket i Kiruna. Umeå, 1975, 15 p., Bibl. (Umeå universitet, Sociologiska institutionen; Nordisk mediasforskongres 2, Bjerringbro, Danmark, 16-19 august 1975).

Författaren för en diskussion kring samhällsinformation med avseende på etablerade grupper resp icke-etablerade. Diskussionen har som utgångspunkt kabel-tv-försöket i Kiruna. Vidare söker författaren

visa att en avprofessionalisering av massmedia och en starkare lokal anknytning skulle gynna icke-etablerade grupper. Avslutningsvis diskuteras förutsättningar för en avprofessionalisering av medier.

SOCIAL INFORMATION. COMMUNITY ANTENNA TELEVISION. LOCAL PROGRAMME.

41178 C Sahlqvist, Åsa.

Kanslivenkskan som kommunikationsbarriär. Göteborg, 1975, 22 p. (Göteborgs universitet, Institutionen för nordiska språk; Nordisk mediasforskongres 2, Bjerringbro, Danmark, 16-19 august 1975).

Författaren diskuterar kanslivenkskans olika användningsområden och hur kanslivenkskan uppträder som kommunikationsbarriär. Vidare berörs den kritik som riktats mot kanslivenkskan under 300 år. Avslutningsvis diskuteras olika åtgärder.

SWEDISH LANGUAGE. COMMUNICATION BARRIER. EDUCATION. SCHOOL OF JOURNALISM.

41179 C Nowak, Kjell; Nowak, Lilian.

TV viewing as an activity vs information seeking. Stockholm, 1975, 25 p., annex 13 p. (Sveriges Radio/PUB; Handelshögskolan i Stockholm, Ekonomiska Forskningsinstitutet; nordisk Mediasforskongres 2, Bjerringbro, Danmark, 16-19 august 1975).

On the basis of data from a diary and mail questionnaire study the time spent on viewing tv is analysed within a decision-model paradigm. It is assumed that available time as well as awareness and availability of alternatives are basic determinants in the sense that they constitute the restrictions within which perceived gratifications may influence the amount of tv viewing. The role of the socio-economic and demographic variables as indicators of restrictions and preferences are discussed.

TELEVISION PROGRAMME. AUDIENCE. FLOW OF INFORMATION. TIME FACTOR.

41180 C Hedman, Lowe.

Selektiv information - på gott och ont. Uppsala, 1975, 17 p. (Uppsala universitet, Sociologiska institutionen; Nordisk mediasforskongres 2, Bjerringbro, Danmark, 16-19 august 1975).

Uppsatsen försöker klärlägga hur kunskapsstrukturen i samhället påverkas av en förändring i statliga myndigheters och organisationer informationstrategi, när denna tar formen av generella satsningar på folkrörelser, löntagarorganisationer och liknande.

SOCIAL INFORMATION. COMMUNICATION CHANNEL. ANALYSIS.

41181 C Hedebro, Göran.

Informationshållande och beslutsdeltagande - diskussionsunderlag med utgångspunkt från en empirisk undersökning. Stockholm, 1975, 17 p. (Handelshögskolan i Stockholm, Ekonomiska Forskningsinstitutet; Nordisk medieforskerkongress 2, Bjerringbro, Danmark, 16-19 august 1975).

Undersökningen behandlar frågan om informationens roll för mänskors benägenhet till aktiv besluts- spåverkan/aktivt beslutsdeltagande. Ämnet som studeras berör 'Relationerna hem - skola, hur föräldrar får information om sina barns skolförhållanden och på vilket sätt föräldrar är aktiva i skolåret för sina barn'. Författaren avslutar med en kort diskussion om vad ett öakt informationshållande hos olika grupper kan betyda för benägenheten till aktivt deltagande.

INFORMATION GATHERING. ACCESS TO INFORMATION. DECISION MAKING. PARTICIPATION.

41182 C Aldemark, Lars.

Några teser om samhällsinformation. Göteborg, 1975, 6 p. (Göteborgs universitet, Pedagogiska institutionen; Nordisk medieforskerkongress 2, Bjerringbro, Danmark 16-19 august 1975).

Författaren ställer frågor som hur ska kommunikationsforskaren eller informationsteknikern ställa sig till samhällsinformationen, hur ser förutsättningarna ut och vad ska forskaren göra.

SOCIAL INFORMATION. COMMUNICATION PROCESS. INFORMATION THEORY.

41183 C Abrahamsson, Kenneth.

Informationsklyftor som forsknings- och utvecklingsproblem - några funderingar med tonvikt på skärkild samhällsinformation. Stockholm, 1975, 9 p. (Stockholms universitet, Pedagogiska institutionen; Nordisk medieforskerkongress 2, Bjerringbro, Danmark, 16-19 august 1975).

Pappret ska ses som ett underlag till en diskussion kring väg normativa föreställningar och verklighetsbilder rörande informationsklyftorna i samhället. En jämförelse görs parallellt med en diskussion om vuxenutbildningens roll vid utjämnanet av kunskapsklyftorna i samhället.

SOCIAL INFORMATION. ADULT EDUCATION.

41184 C Lundqvist, Lars-Anders.

Storstads tidningarnas ekonomiska utveckling. Tidningskonkurrensen i Malmö 1940-74 - konkurrens och samverkan. Göteborg, 1975, 24 p. (Göteborgs universitet, Ekonomisk-historiska institutionen; Nordisk medieforskerkongress 2, Bjerringbro, Danmark, 16-19 august 1975).

Författaren redovisar utvecklingen på dagstidningsmarknaden i Malmö med avseende på struktur, koncentrationstendenser och samverkansformer. Vidare redogörs för intäktsutvecklingen inom den svenska pressen och spec vad gäller Malmö. Slutligen en diskussion kring Malmötidningarnas dagsaktuella situation.

NEWSPAPER. COMPETITION. COOPERATION. ECONOMIC DEVELOPMENT.

41185 C Jonsson, Sverker.

Annonsernas roll i tidningsekonomin och deras betydelse för tidningarnas koncentrationsprocess - en presentation av ett ekonomiskt-historiskt avhandlingsarbete. Göteborg, 1975, 14 p., 8 fig. 8 p. (Göteborgs universitet, Ekonomisk-historiska institutionen; Nordisk medieforskerkongress 2, Bjerringbro, Danmark, 16-19 august 1975).

NEWSPAPER. ADVERTISEMENT. COMPETITION. ECONOMIC ASPECT.

41186 C Halberg, Gunnar.

Kulturbildens förändringar i massmediasamhället. Göteborg, 1975, 8 p. (Göteborgs universitet, Litteraturvetenskapliga institutionen; Nordisk medieforskerkongress 2, Bjerringbro, Danmark, 16-19 august 1975).

En explorativ undersökning av hur kulturbilden har förändrats under massmediasamhällets utveckling. Undersökningen omfattar tre delstudier, i den första beskrivs begreppet massmediekultur, andra delen är en systematisk genomarbeitning av mötet mellan massmediernas uttrycksmedel och litteraturen. Slutligen berörs en serie empiriska tillämpningsövningar med anknytning till de två första delarna.

MASS CULTURE. CULTURAL CHANGE. MASS MEDIA. LITERATURE.

41187 C Kleberg, Madeleine.

Förutsättningar för lokal samhällsinformation för massmedier. Stockholm, 1975, 15 p., 2 annex. 7 p. (Sveriges Radio/PUB; Nordisk medieforskerkongress 2, Bjerringbro, Danmark, 16-19 august 1975).

1973 genomförde SR ett lokalradioförsök. PUB gjorde en utvärdering som omfattade de tre leden i kommunikationsprocessen: sändare, utbud och mottagare. I detta papper redovisas resultat från mottagarundersökningen och data som rör massmediakonsumtion.

LOCAL BROADCASTING. LOCAL PROGRAMME. NEWSPAPER. COMMUNICATION PROCESS.

41188 L Engvall, Roland.

Händelse och återspeglings i pressen. En. Göteborg,

1975, 13 p. (Göteborgs universitet, Informations-teknik).

Ett raggarbråk har skildrats i pressen. Författaren har försökt konstruera en 'officiell' version av händelsen genom att ta kontakt med berörda parter. Vidare görs ett försök att kartlägga journalisternas sätt att arbeta vid rapporterandet av nämnda händelse.

NEWSPAPER. NEWS. JOURNALIST. OBJECTIVITY.

41189 L Johansson, Eva.

Masskulturellasången, Den. Göteborg, 1975, 45 p. (Göteborgs universitet, Sociologiska institutionen). Note: Proseminarium på C-nivå ht 1975.

En granskning av dagens populära sånger. Utifrån sången och masskulturen i dagens samhälle försöker författaren besvara frågor som varför sjunger man om kärlek och varför hyllas den traditionella parbildningen idag.

MASS CULTURE. POP MUSIC. SOCIAL ROLE. SOCIOLOGY.

41190 L Karlsson, Stefan.

MeBan-Öster i svensk press. Växjö, 1975, 80 p., annex 5 p. (Universitetsfilialen i Växjö, Statsvetenskapliga institutionen). Note: Proseminarium D1 ht 1975.

Författaren har undersökt hur pressen behandlade junikriget 1967 och oktoberkriget 1973. Den metod som tillämpats är innehållsanalys.

NEWSPAPER. NEWS. CONTENT ANALYSIS. WAR.

41191 L Ahlbom, Peter; Föyest, Lars; Karlsson, Claes-Göran; e.a.

Vad ska man tro... Det ockulta reportaget i veckopressen. Stockholm, 1975, 38 p. (Journalisthögskolan i Stockholm). Note: Källseminarium ht 1975.

Syftet med undersökningen är att fastställa om veckopressen tar upp 'övernaturliga' fenomen på ett sakligt och seriöst sätt.

MAGAZINE. REPORTING. CONTENT ANALYSIS. OBJECTIVITY.

41192 L Åskeberg, Tomas; Börtz, Jackie; Stenius, John.

Portugaldebatten. En undersökning om objektivitetsfrågor och samhällsperspektiv i kultursidesdebatten om Portugal 1975. Stockholm, 1975, 50 p. (Journalisthögskolan i Stockholm). Note: Källseminarium ht 1975.

Kultursidesdebatten om Portugal. Undersökningen består av tre delar, debatten om objektiviteten, kritiken mot Mats Sundgren och bilden av Portugal.

NEWSPAPER. JOURNALIST. OBJECTIVITY. POLITICAL ASPECT. PORTUGAL.

41193 L Ekman, Henrik; Holmström, Mikael; Rundkvist, Bo; e.a.

Båstad -75. Hur massmedias väldsförväntningar förbyttes i en lagsläng. Stockholm, 1975, 97 p. (Journalisthögskolan i Stockholm). Note: Massmedieseminariet ht 1975.

Författarna har sökt undersöka hur verkligheten såg ut i Båstad 20 september 1975 då kunnismatchen mellan Chile och Sverige spelades och vilken bild massmedia gav av händelseförloppet. Vidare har man undersökt om det förekommit någon uppladdning i medierna inför matchen.

NEWSPAPER. OBJECTIVITY. SPORT. CHILE.

41194 L Falk, Jan; Torbjörnsson, Björn; Wessman, Åke; e.a.

Den stora skogsstrejken - massmedias rapportering om en arbetskonflikt. Stockholm, 1975, 80 p., 9 annex, 18 p. (Journalisthögskolan i Stockholm). Note: Källseminarium ht -75.

En undersökning av hur skogsarbetarstrejken behandlades i massmedia och hur de agerande några månader efter strejken ser på rapporteringen. Man har även intervjuat journalister om hur de i efterhand bedömer bevakningen av strejken.

NEWSPAPER. TELEVISION. RADIO. CONTENT ANALYSIS. STRIKE. JOURNALIST.

41195 L Heibel, Matts.

Folket i Bild. 1934-1962. Stockholm, 1975, 38 p. (Journalisthögskolan i Stockholm). Note: Källseminarium ht 1975.

Ett försök att tränga in i den världsbild som FIB-läsarna hade. Uppsägningen rymmer tankar och reflexioner kring betydelsen av Folket i Bild. Även folkböckerna behandlas i ett avsnitt.

MAGAZINE. LITERATURE.

41196 L Kadin, Ulla; Nilsson, Agneta.

Det sociala reportaget. Stockholm, 1975, 43 p. (Journalisthögskolan i Stockholm). Note: Källseminariet ht -75.

Författarna har undersökt hur myndigheter och 'drabbade' beskrivs i sociala reportage. Vidare ville man veta om journalisterna tar ställning för eller emot 'de drabbade' samt journalisternas syfte med artiklarna.

MAGAZINE. SOCIAL PROBLEM. CONTENT ANALYSIS. JOURNALISM.

41197 L Lennholm, Bo.

Från vår utsändande i Paris. Stockholm, 1975, 22 p., Bibl. (Journalisthögskolan i Stockholm). Note: Källseminarium ht -75.

En undersökning av **Dagens Nyheters** och **Svenska Dagblades** Paris-bevakning under första halvåret 1975. Syftet har varit att undersöka i vilken utsträckning två stän varandra helt fristående tidningar rapporterar om samma händelser från ett visst land där båda har en egen korrespondent.

NEWSPAPER. FOREIGN CORRESPONDENT. CONTENT ANALYSIS.

41198 K Sveriges Radio 1974-75. Stockholm, 1975, 46 p. (Sveriges Radio).

Arsberättelse från Sveriges Radio innehållande redovisning för verksamhetsåret 1974/75.

BROADCASTING. ANNUAL REPORT. STATISTICS. SWEDEN.

41199 K Bonnevier, Hans; Wikman, Anders.

Publikens inställning till tvåkanalsystemet. Stockholm, 1975, 10 p., 3 annex, 5 p. (Sveriges Radio/PUB. nr. 20-75/76). Note: På uppdrag av publikstudiogruppen inom KANUT - Sveriges utvärdering av tvåkanalsystemet i TV.

Undersöknings syfte är att beskriva publikens inställning till tvåkanalsystemet i TV och att försöka förklara vad skilda inställningar kan bero på.

TELEVISION PROGRAMME. TELEVISION CHANNEL. PROGRAMME CHOICE. AUDIENCE RESEARCH.

41200 K Kleberg, Madeleine.

Lokalradioförsöket 1973. Stockholm, 1975, 36 p., 2 annex, 6 p. (Delrapport 1). (Sveriges Radio/PUB. 157/72:1).

Syftet med rapporten är att ge bakgrunden till lokalradioförsöket 1973 och att redovisa utvärderingen av försöket. I rapporten beskrivs de olika delundersökningarna. Utifrån befintlig statistik redogörs man för de tre undersökningsområdena. Slutligen redovisas sådana resultat från publikstudierna som berör de intervjuades kännedom om och inställning till lokalradio.

LOCAL BROADCASTING. RADIO. RADIO LISTENER. ATTITUDE RESEARCH.

41201 K Löwander, Birgitta.

Vad står det i breven till Radio Sweden - en kvantitativ innehållsanalys. Stockholm, 1975, 22 p. (Sveriges Radio/PUB. nr. 25-75/76).

En utvärdering av den lyssnarpst som under en viss tidsperiod inkommit till Utlandsprogrammen vid Sveriges Radio. Man har kartlagt vilka det är som skriver till Radio Sweden och från vilka nationer breven/kommer. Vidare har man utränt vad Radio Sweden betyder för brevskrivaren.

FOREIGN RADIO. FOREIGN PROGRAMME. CONTENT ANALYSIS.

41202 K Brantgårde, Lennart; Westerståhl, Jörgen. **Samhällsplanering i samverkan - erfarenheter från en informationskampanj.** Göteborg, 1975, 54 p. (Rapportserien 1975:5). (Göteborgs universitet, Statistikenskapliga institutionen).

Rapporten sammanfattar erfarenheterna från utvärderingen av informationskampanjen rörande den fysiska riksplaneringen i Sverige. Undersökeningen bygger både på intervjuer med allmänheten om intresset för och informationen om planfrågor och en enkät med personer som varit aktiva i informationskampanjen samt med organisationer och myndigheter som deltagit. Ett syfte med rapporten är att föra samman data från de två typerna av studier för att få en bild av förhållandet organiserade informationsinsatser och allmänhetens informationsnivå.

SOCIAL INFORMATION. INFORMATION. CAMPAIGN.

41203 K Engwall, Lars.

Organizational aspects of newspaper production. (Uppsala universitet, Företagsekonomiska institutionen). Note: Paper presented at the workshop in Organizational Behavior arranged by the European Institute of Advanced Studies in Management, Aix-en-Provence, November 1975.

The purpose of this paper has been to point to certain organizational aspects of newspaper production. The organizational system has been described and conflicts in newspapers have been discussed.

NEWSPAPER. ORGANIZATION.

41204 K Ohlsson, Ragnar.

Tolkning av annonsbilder. Stockholm, 1975, 15 p. (Stockholms universitet, Filosofiska institutionen).

En diskussion kring bildanalysen och uppställande av regler för genomförande av bildanalys. Författaren har studerat bilder i annonserna.

PICTURE. CONTENT ANALYSIS. ADVERTISEMENT.

41205 K Sahlquist, Åsa; Wallén, Göran.

Bild och text i dagstidningars populärvetenskapliga artiklar. Göteborg, 1975, 33 p., Bibl. (Rapport nr 12 i serie 2). (Göteborgs universitet, Avdelningen för vetenskapsteori).

I rapporten behandlas bildens informationsförmöande funktion och författarna intresserar sig särskilt för relationen mellan text och bild. Studierna avser populärvetenskapliga artiklar i dagspressen. Fullständiga analyser ges av fyra populärvetenskapliga artiklar.

NEWSPAPER. POPULARIZATION OF SCIENCE. ILLUSTRATION. CONTENT ANALYSIS.

41206 I **Kommunal organisation och information.** Stockholm, Liber Förlag, 1975, 270 p. ISBN 91-38-0243-7. (Statens offentliga utredningar 1975:46). (Kommundepartementet). Note: Rapport från utredningen om den kommunala demokratin. Rapporten innehåller ett antal enskilda undersöknings som bildar underlag för huvudbetänkandet från den s k kommunaldemokratiutredningen. Bland avsichten märks ett om kommunal demokrati i internationell belysning, där informationsfrågor tas upp, en översikt av informationsverksamheten i svenska kommuner och läridställning 1974, en analys av förhållandet mellan språk och kommunal demokrati samt en redovisning av kommunala opinionsgrupper och deras aktiviteter.

SOCIAL INFORMATION. NEWSPAPER. REGIONAL BROADCASTING. COMMUNITY ANTENNA TELEVISION.

41207 D **Rätten att kommunicera.** Rapport från Svenska unescorådets konferens 'Mediepolitiska mål och medel'. Hässelby slott den 29-30 augusti 1975. (Svenska unescorådet; Svenska unescorådets konferens 'Mediepolitiska mål och medel'. Hässelby slott 29-30 augusti 1975). Note: Includes NORDICOM NO. 75 41208 - 75 41213.

Vid konferensen diskuterades nationella mediepolitiska frågor mot bakgrund av dels en redovisning av statens förhållande till massmedier, dels presenterades utredningar på medieområdet. Vidare var en del av konferensen mera direkt intesnationellt inriktad, en övergång mellan två delarna utgjordes av en diskussion om 'den svenska modellens' användbarhet i internationella sammanhang.

COMMUNICATION POLICY. COMMUNICATION PROCESS. INTERNATIONAL POLITICS. DEVELOPING COUNTRY.

41208 C Ringdahl, Jan.

Staten och massmedierna - den svenska modellen. In *Rätten att kommunicera*, Svenska unescorådet 1975, pp. 1-31. NORDICOM NO. 75 41207. (Lunds universitet, Statsvetenskapliga institutionen; Svenska unescorådets konferens 'Mediepolitiska mål och medel'. Hässelby slott 29-30 augusti 1975).

En beskrivning av förhållandet stat och massmedier vad gäller press och ettermedier. Analysen omfattar tre aspekter: en tryckfrihetspolitisk, en informationspolitisk och en marknadspolitisk. Perspektivet är både nationellt och internationellt.

MASS MEDIA. COMMUNICATION POLICY. INFORMATION POLICY. FREEDOM OF THE PRESS.

41209 C Carlsson, Stig.

Kabel-tv-forsöket i Kiruna. In *Rätten att kommuni-*

cera, Svenska unescorådet 1975, pp. 32-43. NORDICOM NO. 75 41207. (Sveriges Radio; Svenska unescorådets konferens 'Mediepolitiska mål och medel'. Hässelby slott 29-30 augusti 1975).

En sammanfattning av erfarenheter från två försöksperioder redovisade i TRU-betänkandet, SÖU 1975:28 (NORDICOM NO. 75 41003) samt i departementspromemorian Kabelvision Kiruna 'DS U 1975:8 (NORDICOM NO. 75 41006).

COMMUNITY ANTENNA TELEVISION. LOCAL BROADCASTING. SOCIAL INFORMATION.

41210 C Hansson, Olof.

Lokalradio i 24 områden - dotterbolag blir huvudman. In *Rätten att kommunicera*, Svenska unescorådet 1975, pp. 44-48. NORDICOM NO. 75 41207. (Sveriges Radio; Svenska unescorådets konferens 'Mediepolitiska mål och medel'. Hässelby slott 29-30 augusti 1975).

En presentation av propositionen om lokalradion. I paparet redovisas organisation och huvudmannaskap.

LOCAL BROADCASTING. ORGANIZATION. COMMUNICATION POLICY. SOCIAL INFORMATION.

41211 C Bergman, Erland.

Unescos kommunikationsprogram. In *Rätten att kommunicera*, Svenska unescorådet 1975, pp. 49-57. NORDICOM NO. 75 41207. (Svenska unescorådet; Svenska unescorådets konferens 'Mediepolitiska mål och medel'. Hässelby slott 29-30 augusti 1975).

COMMUNICATION POLICY. COMMUNICATION PROCESS. INTERNATIONAL COOPERATION. FUTURE.

41212 C Forslind, Per.

Nyhetsförmelding från u-länder. In *Rätten att kommunicera*, Svenska unescorådet 1975, pp. 58-62. NORDICOM NO. 75 41207. (Svenska Dagbladet; Svenska unescorådets konferens 'Mediepolitiska mål och medel'. Hässelby slott 29-30 augusti 1975).

Informationen från u-länderna är otillräcklig och ofta kvalitativt otillfredsställande enligt författaren. Denna svaghet torde till stor del förklaras med att den lokala pressen och annan nyhetsförmelding är så svagt utvecklad.

DEVELOPING COUNTRY. NEWS TRANSMISSION. INFORMATION EXCHANGE. PRESS.

41213 C Dahlin, Göran.

Sveriges Radios internationella relationer. In *Rätten att kommunicera*, Svenska unescorådet 1975, pp. 63-67. NORDICOM NO. 75 41207. (Sveriges Radio; Svenska unescorådets konferens 'Mediepolit-

ske mål och medel'. Hässelby slott 29-30. augusti 1975).

Sveriges Radios kontakter med andra länder har utvecklats allteftersom SR:s intressesfär vidgats. Kontaktmöjligheterna är beroende av de olika strukturen och ägandeformer, som de utländska radioföretagen etablerat och de politiska system de verkar i. Vidare presenteras olika samarbetsorganisationer mellan olika länders radioföretag.

RADIO. INTERNATIONAL COOPERATION. ORGANIZATION. FINANCIAL RESOURCES.

41214 C Olsson, Claes-Olof.

Finlandsbilden i svensk press. Göteborg, 1976, 25 p. (Rapportserien 1976:1). (Göteborgs universitet, Statsvetenskapliga institutionen). Note: En undersökning utförd på uppdrag av Kulturfonden för Sverige och Finland.

Finlandsbilden har undersökts i 12 svenska dagstidningar under en två månadersperiod 1975. Undersökningen omfattar dels en beskrivning av Finlandsmalets omfattning, dels en beskrivning av dess innehåll.

NEWSPAPER. NEWS. CONTENT ANALYSIS. FINLAND.

41215 D Pressstöd. Göteborg, 1975, 23 p. (Journalisthögskolan i Göteborg). Note: Ett temanummer av Ingressen.

Magasinet behandlar pressen i Sverige med 1972års pressutredning som utgångspunkt. Författarna menar att pressutredningen är ett svar på den kris som råder inom svensk massmedia idag. Syftet med magasinet är att ge en inblick i frågor och problem som rör den delvis dolda makthavarsektor som dagspressen utgör.

NEWSPAPER. COMMUNICATION POLICY. FINANCIAL SUPPORT. JOURNALIST.

41216 D Cheesman, Robin (ed.); Kyhn, Carsten (ed.).

Masskommunikation och medvetandeproduktion. Lund, Bokcafé, 1975, 570 p. (NSU skriftserie 1975). Antologin är tänkt som 'ett instrument i det fortsatta arbetet med att precisera de frågeställningar som måste formuleras för att man ska kunna analysera sammanhanget mellan bildandet/blockerandet av medvetande och kommunikation'. Redaktörerna bidrar med artikeln 'Medvetande, masskommunikation, offentlighet', bland övriga författare märks Modelmog Dröge, Hoffman, Sülzer, Althusser, Negt etc.

MASS COMMUNICATION. COMMUNICATION THEORY. CONSCIOUSNESS FORMATION. MARXISM.

41217 B Därför behövs personaltidningen. Stockholm, 1975, 23 p. (Sveriges PersonalTidningsförbund (SPT)).

En redogörelse för personaltidningens olika funktioner.

SPECIALIZED PRESS.

41218 B Elveson, Gunnar.

Kooperatören - Konsumentbladet - VI. Uppsala, 1975, 329 p. ISBN 91-85178-03-9, Bibl. (Uppsala universitet, Litteraturvetenskapliga institutionen, Avdelningen för litteratursociologi).

Konsumentkooperativ press och kultursyn 1899-1974. En bibliografi med inledande historik.

SPECIALIZED PRESS. COOPERATION. CONSUMER. HISTORICAL ASPECT. BIBLIOGRAPHY.

41219 B Gould, Peter.

People in Information Space. The mental maps and information surfaces of Sweden. Lund, Liber Förlag, 1975, 161 p. ISBN 91-44-04071-2, (Lund studies in Geography: Ser. B Human Geography No. 42). (The Royal University of Lund, Department of Geography).

This dissertation is an investigation on people's view of Sweden. It is based on a questionnaire to school children and adults in fifty-six different regions in Sweden. The analysis is focused on regional and age differences in geographical information level of people in Sweden and its expansion over age categories.

INFORMATION SYSTEM. GEOGRAPHY. COGNITION. PERCEPTION.

41220 B Kronvall, Kai.

Politisk masskommunikation i ett flerpartisystem. Sverige en fallstudie. Lund, Studentlitteratur, 1975, 256 p., 3 annex, 7 p. (Lunds universitet, Statsvetenskapliga institutionen). Note: Dissertation ht. 1975.

Redogörelse för ett delprojekt inom Partiforskningsgruppen (PFG). Författaren studerar partierna i det svenska systemet ur aktörssynvinkel. Undersökningsobjektet är partiers propaganda. Högerpartiet, centerpartiet och socialdemokratiska partiet inför valet 1968 har undersökts. Syftet med analysen har varit att dra slutsatser om enskilda partiers strategier eller strategiska överväganden med hjälp av data om deras beteende.

POLITICAL PROPAGANDE. POLITICAL PARTY. POLITICAL SYSTEM. ELECTION CAMPAIGN.

41221 B Kvällspressgruppen.

Lär sig kvinnor mer av att läsa annonser i veckopress än i kvällspress. Lund, Stendahls, 1975, 44 p.

**Se NORDICOM NO. 75 41225.
EVENING PAPER. MAGAZINE. ADVERTISING. WOMAN.**

41222 B Lagerberg, Dagmar.

Kontext och funktion. Bidrag till innehållsanalysens teori och metod. Uppsala, 1975, 295 p., 3 annex, 26 p. ISBN 91-506-0038-9, Bibl. (Uppsala universitet, Sociologiska institutionen). Note: Dissertation 1975. Summary in english. —

Utgångspunkt för avhandlingen är sambanden mellan objektivitetsbegreppet och resultaten av kvantitativa innehållsanalytiska mätningar. Författaren diskuterar innehållsanalysens tillämplighet på olika aspekter av objektivitetsbegreppet.

CONTENT ANALYSIS. OBJECTIVITY. THEORY.

41223 B Nilsson, Sven.

Offentliga samtalet. Det. Storstadspressen som medium för kulturinformation och debatt. Lund, Liber Läromedel, 1975, 246 p. ISBN 91-40-03891-2. (Lund universitet, Litteraturvetenskapliga institutionen).

Boken ger en översikt av kulturmaterialets ställning i svensk storstadspress. Författaren utgår från ett historiskt perspektiv. Med hjälp av olika metoder – statistik, intervjuer och enkäter samt innehållsanalyser – kartläggs omfattning och inriktning på kulturmaterialet. Med hjälp av en internationell bakgrund tecknas uppkomsten av särskilt kulturmateriel. Huvuddelen av boken ågnas en analys av kulturredaktionens ställning i dagens storstadspress samt dess arbetssätt.

NEWSPAPER. CULTURAL ASPECT. EDITORIAL POLICY. CONTENT ANALYSIS.

41224 B Roth-Lindberg, Örjan; Norström, Björn. **Myternas marknad – källor och motiv i amerikansk film.** Stockholm, Almqvist Wiksell, 1975, 183 p.

Ett bidrag till den diskussion om medvetandegörande som försiggår inom ämnesområden som historia, litteraturvetenskap, sociologi och socialpsykologi. Boken är en idé- och samhällshistorisk introduktion till den amerikanska filmens historia.

FILM. HISTORICAL ASPECT. CONSCIOUSNESS FORMATION. COMMERCIAL USE. USA.

41225 B Söderling, Gunnar.

De fyra kvällstidningarnas undersökning om kvällspress och veckopress, kvinnor och kunskap. Lund, Teglund Marketing AB, 1975, 89 p. (Kvällspressgruppen).

Man har studerat eventuella reklameffektskillnader mellan annonsering i kvällspress resp populärpress ur

olika aspekter. Undersökningen gäller kvinnor. Dåta där insamlats genom intervjuer.

EVENING PAPER. MAGAZINE. ADVERTISING. WOMAN.

41226 B **Tvåkanalsystemet t.v. KANUT – Sveriges Radios utvärdering av tv 1969-1974.** Stockholm, Sveriges Radios förlag, 1975, 185 p., annex 19 p. ISBN 91-522-1480-X. (Sveriges Radio).

Boken utgör en sammanfattning av de undersökningar som genomförts inom ramen för Sveriges Radios tvåkanalutredning. De områden som tas upp är bl a organisationsfrågorna, kostnadsfördelningen, personalfrågor, innehållet i utbudet samt publikreaktionerna. Vidare finns en sammanfattande diskussion om följderna av tvåkanalsystemet. Resultatet visar på en positiv bild av tvåkanalsystems införande.

TELEVISION. CONTENT. AUDIENCE. TELEVISION CHANNEL. ORGANIZATION. ECONOMY. REGIONAL.

41227 A **Pressutredningen. Statligt stöd vid nyetablering och samverkan.** *Journalisten* (1975)10, pp. 10-11, 24.

En redogörelse för innehållet i 1972års pressutredning och några kommentarer.

COMMUNICATION POLICY. FINANCIAL SUPPORT. COOPERATION. PRESS.

41228 A Holmström, Lars G.

Vacklar Bonniers veckotidningsimperium. *Journalisten* (1975)10, pp. 14-15, 25.

Åhlén och Åkerlunds veckotidningar har de senaste åren förlorat nära en halv miljon av sin upplaga. Specialtidningarna ökar inte längre. Holmströms fråga till Lukas Bonnier: Gör ditt förlag särre veckotidningar än konkurrenterna.

MAGAZINE. SPECIALIZED PRESS. COMPETITION. PRIVAT OWNERSHIP.

41229 A Rosenberg, Göran.

År pressen bara en skällercentral. Vi borde kanske lagt korten på bordet från början. *Journalisten* (1975)10, pp. 16-17, 25.

Referat av det tal Lennart Geijer höll 31 august 1975 i Stockholm med anledning av uppgifter om telefonavlyssning. Vidare har Rosenberg intervjuat Lennart Geijer om hans syn på massmedias agerande i bl.a. IB- och telefonavlyssningsaffären.

PRESS. FREEDOM OF THE PRESS.

41230 A Källström, Christer.

Serieförslagen i motvind. Williams säger upp 45. *HTF-tidningen* (1975)11, pp. 10-11.

En redogörelse för den ekonomiska kris som just nu hemsöker serietidningsförlagen.
COMICS. MAGAZINE. ECONOMIC ASPECT. INTERVIEW.

41231 A Källström, Christer.
Ekonomin kris hotar tidskrifter. HTF-tidningen (1975)11, pp. 10-11.
 Kommentar till de avsnitt i 1972 års pressutredning som behandlar tidskrifternas situation.
SPECIALIZED PRESS. FINANCIAL SUPPORT. ECONOMIC ASPECT. INTERVIEW.

41232 A Eriksson, Ingmarie.
Socialdemokratisk filmpolitik 1910-1975. Från moralism till stöd åt filmkapitalet. FilmTV (1975)1-3, pp. 20-25.
FILM. CULTURAL POLICY. POLITICAL PARTY.

41233 A Eriksson, Ingmarie.
Kyss till för partiet. FilmTV (1975)1-3, pp. 26-32.
 En studie av filmer producerade av arbetarrörelsen. Författaren finner att arbetarrörelsens filmer stått 'märkbart fri' från påverkan från annat håll än den kommersiella spelfilmen.
FILM. WORKING CLASS. POLITICAL PROPAGANDA.

41234 A Norén, Kjerstin.
Förstatligade kulturen, Den. FilmTV (1975)1-3, pp. 37-40. Note: Publicerad i boken 'Klasskamp och kultur' (Arbetarkultur).
 Författaren diskuterar kring vad en socialdemokratisk kulturpolitik skulle komma att innebära för Sveriges del med anledning av kulturrådets betänkande. 'Ny kulturpolitik'.
CULTURAL POLICY. LITERATURE. FILM. ART.

41235 A Norén, Kjerstin.
För en socialistisk kultukamp. FilmTV (1975)1-3, pp. 41-45.
 Författaren hävdar att alternativet till ett passiviserande beröende av den statliga kulturpolitikens ramar är en offensiv socialistisk kultukamp. I artikeln redogörs för båda dessa kultursyner.
CULTURAL POLICY. POLITICAL IDEOLOGY. SOCIALISM.

41236 A von Strauss, Ulf.
Hampe. En partisk och patetisk essay. FilmTV (1975)1-3, pp. 46-52.

Författaren gör en genomgång av Hampe Faustmans filmer. Faustman hämtade ofta ämnen och miljöer från arbetarklassen och författaren menar att Faustman var det enda medvetna, uttalade och konsekventa språkröret i svensk spelfilm för arbetarklassen.

FILM. WORKING CLASS. CONTENT ANALYSIS. ACTOR.

41237 A Eriksson, Ingmarie.
Om nödvändigheten att öppna sig för verkligheten. FilmTV (1975)1-3, pp. 53-59.
 Ett samtal med George Fant om film och politik. George Fant är en av de få filmbolag som redan på 40-talet formulerade krav på svensk arbetarfilm.
FILM. CULTURAL POLICY. POLITICAL PARTY. WORKING CLASS. ACTOR.

41238 A Andersson, Gudrun.
Arbetarskildringen i svensk spelfilm. FilmTV (1975)1-3, pp. 61-69.
 Artikeln behandlar arbetarskildringen i kommersiella spelfilmer. Författaren går igenom filmer från 20-talet och framåt och menar att i flertalet fall är bilden av arbetaren förljugen och romantiseras.
FILM. WORKING CLASS. CONTENT ANALYSIS.

41239 A Lundberg, Dan.
Vi kan bli producenter - men vem lyssnar. Fönstret (1975)16, pp. 20-21.
 Ett inlägg i debatten om videotekniken. Om gemene mans försök att göra egna programskräck för att få någon verkan så måste det finnas några som har tid och vilja att ta del av det som produceras. Lundberg menar att den 'ensidiga lovsången' om den nya videotekniken endast ger stärka 'profitintressen luft under vingarna'. NORDICOM NO. 75 41093.
VIDEO RECORDER. COMMUNICATION POLICY.

41240 A Engwall, Lars.
Structure of the swedish daily press, The. Swedish Journal Of Economics, september 1975. (Uppsala universitet, Företagsekonomiska institutionen).
 The paper reports the results of a study of daily newspapers in Sweden during the post-war period, and a forecast of future structural conditions of the swedish daily press.
NEWSPAPER. COMPETITION. INDUSTRY PRODUCTION.

NORDICOM

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